

ABSTRACT

A system and method enables the development and deployment of tailored advertising-messages to consumers utilizing electronic media by integrating advertising messages and equity images into an electronic game, the actions of which are varied as the game is played, based upon the consumer's interaction with the game. The advertising messages are delivered, and useful data is collected, providing puzzles that are about, and centered around, the advertisements and commercial entity's brands themselves. The flow of the game may be based upon predefined rules set up by the commercial entity. In an exemplary embodiment, the invention resides on an Internet server and provides an on-line game to consumers accessing the server over the Internet; players provide certain demographic data before the gaming starts; then the commercial entity's brands and advertising messages are incorporated into the game based upon the players' answers. Furthermore, in this exemplary embodiment, the flow of the game is determined, at least in part, upon the players' knowledge/perception of a commercial entity's brand, logos, tag-lines, products, competitors, and the like. As the invention learns more about each individual consumer playing the on-line game (as a result of the invention gathering demographic data and game playing performance data), the invention is able to tailor an advertising strategy towards that particular consumer as the game goes on.